

To: 1100 - Boston Region (KERSHON), Piscitelli, J, Merusi, J L., 1700 - Pittsburgh Region,
1710 - Pittsburgh ROU, Belniak,, Mike, 1244 - New York Chain (KLEINP),
1742 - Harrisburg Chain (THOMPSB), 1240 - New Jersey Chain (RHODEF),
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH),
1340 - Philadelphia Chain (HAYESJ4), 1300 - Philadelphia Region (HAYESJ4),
1310 - Philadelphia ROU (METZG)
From: McGovern, M D.
Posted: 4/7/98 15:25
Opened: 4/7/98 17:09
Subject: Team Work

ROU's,
Please forward the attached to the appropriate AM's, I have E-Mailed all KAM's directly.

Philly,
Please place in all Central Jersey RR & SR mailboxes

Thanks,
Mitch

REVISED.

<u>Index</u>	<u>Index</u>
1221	1222
1222	1223
1223	1224
1224	1225
1225	1226
1226	1227
1227	1228
1228	1229
1229	1230
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SENT VIA E-MAIL

M. D. McGovern
Division Sales Manager
Central Jersey Division
PH: 1-800-757-8255 x73348
Fax: 908-213-0826

April 7, 1998

To: All Central Jersey Retail Representatives

Subject: Teamwork

Ladies/Gentlemen,

After discussions with the New Jersey Chain Division, the following describes the expectations you should have of the KAM's & AM's who are responsible for selling RJR promotions and merchandising programs to your assigned chain stor locations:

- Quarterly Promotional plans with chain specific authorizations
- Turn key contract addendum - Chain\RJR Expectations letter (something to hold the stores accountable to do what has been agreed to at headquarters)
- Store Counter and Fixture plan-o-grams (store specific when possible)
 - Brand Specific counter display POG (if not, follow division guidelines)
 - RJR Brand Specific carton fixture POG's (A minimum of the common sets for chains)
- KAM's & AM's will sell distributions for promotions and new brands to insure adequate inventories for RJR programs
- KAM's & AM's will order all permanent fixtures and advertising for new stores and merchandising changes (RR's will order all replacement parts as needed to maintain RJR displays, fixtures, and advertising)
- KAM's & AM's will handle all master list updates for accounts (i.e. volume, contract changes, entering of new accounts)
- KAM's & AM's will strive for a minimum of 2 work with's per quarter with Retail Rep's

In addition, RM Sue Sirianni & I will strive to contact 3 chain headquarter points per quarter with KAM and/or AM to discuss opportunities, offer\gain insight of chain operations, and open the lines of communication to all levels.

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To be successful with our retail chain partners, we must all work together as a team. In order to operate as a team we must maintain effective communications across all levels, bringing issues/opportunities to the attention of the appropriate KAM/AM while also offering suggestions which will positively address the opportunity.

I challenge all of you to take ownership of your assignments, independent & chain, and to keep Sue and I informed of any issues or Road Blocks which do not allow you to effectively perform your accountabilities.

If you should have any questions, please don't hesitate to contact Sue or I.

Sincerely,
Mitch
M.D. McGovern
cc:
S. Sirianni
J. Loftin
M. Young
P. Schmidt
J. Piscitelli
1330 - Sales Reps
1300 - KAM's & AM's
1200 - KAM's & AM's
1742 - KAM & AM's
M. Belniak
J. Merusi

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